

## **1024 - PUBLIC INFORMATION OFFICER**

### **NATURE OF WORK**

Performs responsible professional work in working with members of the print and electronic media providing information as well as pitching a variety of stories and news items of interest to the general public and producing weekly cable television programming for the City

### **ILLUSTRATIVE EXAMPLES OF ESSENTIAL DUTIES**

Produces quarterly newsletter as well as other special publications.  
Disseminates City information to media outlets via press releases; handles incoming media calls.  
Carries out requests from City Manager (e.g. special projects, etc.).  
Disseminates information throughout the City to both employees and citizens.  
Serves as Hispanic Affairs liaison.  
Creates Beach Briefs and other publications.  
Inputs information for City bulletin board.  
Creates City programming; dubbing video tapes and programs, and Commission meetings.  
Maintains clip files.  
Manages interoffice affairs.  
Performs related work as required.

### **KNOWLEDGE, SKILLS AND ABILITIES**

General knowledge of the organization, function and methods of operation of the City's departments.  
General knowledge of public management theories, practices, principles and techniques.  
Knowledge of public information and principles and practices of public relations media.  
Knowledge of writing and editing.  
Knowledge and experience working with Word Perfect, Aldus Pagemaker.  
Ability to write public information reports and releases.  
Ability to establish and maintain effective working relationships with elected officials, the press and the general public.  
Ability to communicate effectively, both orally and in writing.

### **MINIMUM REQUIREMENTS**

Graduation from an accredited college or university with major course work in journalism, public relations, communications, criminal justice or related field **AND** one (1) year of professional or technical experience in media and public relations. Additional related experience may substitute for education on a year-for-year basis. Excellent oral and written communication skills. **DESIRES:** Experience in media or public relations for a law enforcement agency. Knowledge of police department

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procedures. Effective English/Spanish written and verbal communication skills.

### **PHYSICAL REQUIREMENTS**

Must have the use of sensory skills in order to effectively communicate and interact with other employees and the public through the use of the telephone and personal contact. Physical capability to effectively use and operate various items of office related equipment, such as, but not limited to, word processor, calculator, copier, and fax machine. No significant standing, walking, moving, climbing, carrying, bending, kneeling, crawling, reaching, and handling, sitting, standing, pushing, and pulling.

### **SUPERVISION RECEIVED**

Work is performed under general supervision.

### **SUPERVISION EXERCISED**

Supervises clerical staff.

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